

MODERN COMMERCIAL BUILDINGS

...and why the
Architects specified
West Coast Lumber

COVER PHOTOGRAPH: Stained Western red cedar gives an appropriately professional appearance to this modern medical center. Architect Caine says, "To create the proper architectural texture and color which is so often difficult to achieve, I selected wood for this project. I was delighted with the beautiful results."

MORTON H. CAINE, *Architect*

Modern commercial buildings of wood are functional, attractive, economical

The modern trend toward decentralization of almost every type of business to out-of-traffic areas brought about the need for new types of commercial buildings. Characteristically such buildings must be highly functional, attractive in suburban surroundings, and economical to build and maintain. As architects and builders erect an ever-increasing number of these modern buildings, their experience shows that West Coast lumber fulfills all requirements.

The wide range of design possible with wood construction allows each building to be planned specifically for the business it is to house. This complete flexibility of design, plus the natural beauty of West Coast lumber, assures attractive buildings which do credit to their surroundings. Moreover, they can be built quickly and economically to give years of outstanding service with only nominal maintenance costs.

As you leaf through the following pages, notice the great variety of buildings which successfully utilize all the best features of West Coast lumber: Douglas fir, West Coast hemlock, Western red cedar and Sitka spruce. Read the actual statements of architects who tell why they specify this versatile material for modern commercial construction.





LAWRENCE B. RICE, Architect

A FEELING OF CORDIAL HOSPITALITY

The traveler's choice of a lodging place is influenced to a large degree by the appearance of the building. Here in the Town Chalet Motor Hotel an inviting appearance has been achieved while holding to the limits of strict economy. Architect Rice explains his choice of materials as follows: "Use of wood for this structure was demanded in the interest of economy. Pleasing fenestrations obtainable in wooden structures provide a feeling of warmth and friendliness... wood was used to reflect this."

EFFICIENT WORKING SPACE WITH PLEASING DESIGN

Many factors entered into this architectural firm's selection of wood for its own building. Max Williams states, "By using wood we knew we could build quickly and economically. Also with wood we could design our working space for utmost efficiency, and at the same time achieve a pleasing exterior which would fit in with other buildings in this semi-residential area. We are pleased with the results and find that our modern building, with its own 'built-in' parking lot, is pleasant and convenient for both the staff and our clients."

MARTIN & WILLIAMS, Architects



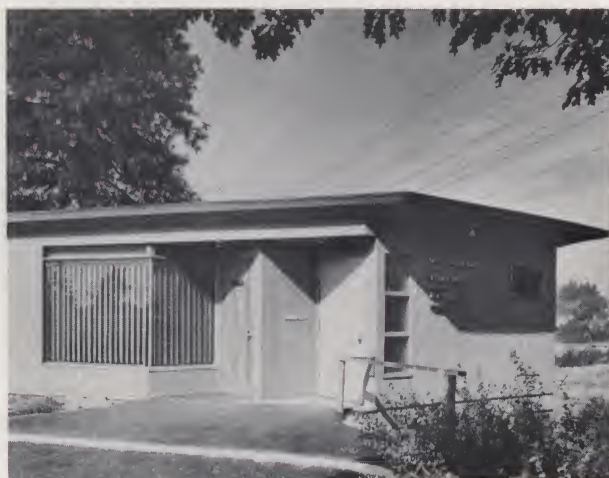
WIMBERLY & COOK, *Architects*
TUCKER, SHIELDS & TERRY, *Architects*

ECONOMY COMBINED WITH CHARACTER

Here has been created an atmosphere truly expressive of the "western hospitality of the barbecue". The unusual texture treatment of rough sawn Western red cedar 1"x12" boards over rough 1"x4" Western red cedar battens on the Canlis Charcoal Broiler Restaurant, clearly illustrates the architect's statement when he says, "Wood was used primarily for economy and to give the character which was desired for his building."

WOOD MEETS MODERN TRENDS

A. A. Parent, owner of the building shown at right, sums up his choice of fir framing and cedar siding in this manner: "Wood was used to create a warm, modest building that would be attractive, durable and substantial, requiring the least possible maintenance. Wood also is very flexible in meeting the modern trends and tastes of the fast changing public."



A. A. PARENT, *Designer*



ADAPTABLE TO FUNCTIONAL DESIGN

This expression of modernism emphasizes the versatility of wood. Architect Holmes says, "For this professional clinic the architects chose wood as the proper material for the facing and trellis in the garden entrance to the offices to give it an intimate character which more closely defines the purpose and use of the structure."

EXPRESSION OF QUALITY AND FRIENDLINESS

The bakery, shown below, blends in beautifully with other buildings in the neighborhood. Architect Sundeleaf says, "Helen Bernhard bakes fine cakes. I felt that the building she occupied should reflect quality and friendliness. The use of native woods inside and out helps to achieve that happy relationship with the public."

CONSTRUCTION TIME MINIMIZED

Saving building time is an important factor in selecting wood for modern buildings. Owner D. M. MacAusland points out, "Materials used lent themselves to the rapid construction desired, (building was finished in 2½ weeks) and the finished building fitted well into the suburban setting."

J. LISTER HOLMES, McCLURE, ADKISON & MacDONALD,
Architects and Planning Consultants

RICHARD SUNDELEAF, Architect

LAMONT & FEY, Architects





WILMSEN & ENDICOTT, Architects

HEAVY DUTY CONSTRUCTION AT LOW COST

Framework of this farm equipment sales and service building was constructed with stock barn "timber ribs" with 2"x6" T&G cardecking sheathing the roof. Exterior is finished with Douglas fir boards and battens. Architect Wilmsen points out that the building is easily expandable and adds, "We found that wood construction of this type received the Fire Marshal's approval, and saved enough money in the capital investment to override any penalty imposed by the fire-rating bureau."

INFORMALITY FOR PLEASANT LIVING

This pleasant "hospitality house" provides a home away from home for tourists and travelers. Feayne says, "The feeling of pleasant relaxation would be achieved best, we thought, through the use of wood with its natural warmth and friendliness. Also the wood exterior blends in perfectly with the pleasant surroundings."





Post-free space made possible with wood arch construction provides maximum unobstructed working area



CLARE K. HAMLIN, *Architect*



JAMES L. FEAYNE, *Architect*



COMPLEMENT TO OPEN INFORMAL PLANNING

Selection of wood for framing and exterior of the modern structure shown above creates an interesting design which blends into the natural setting. Architect Hamlin says of the Club Cleaners' building, "The soft unsophisticated quality of wood, and especially rough sawn woods, becomes a perfect complement to open, informal planning in which plain, unbroken wall surfaces oppose open or glass areas."

CASUAL FEELING FOR SUBURBAN COMMUNITY

The wood fins on this store and office building designed by Lindahl have a structural purpose as well as a visual pattern. Lindahl says, "Wood was used to give an informal, casual feeling to this building located in a progressive suburban community. The upper floor was cantilevered to give maximum parking area. This area was also required to be completely flexible, with no partitions. Therefore, the fins were designed to take all transverse stress." The framing is West Coast hemlock and Douglas fir.

STRIKING DESIGN FOR SALES APPEAL

Here is an example of the way wood is being used for sign and identification pylons on commercial buildings. V. C. May of May and Mead Co. points out, "The best merchandise, displayed in proper surroundings draws the best customers. Natural wood, worked into a centralized design, seemed to be the answer here. The sign was designed to lead the eye to the functionally compact sales unit."



JOHN C. LINDAHL, Architect



ROSCOE T. PERKINS, Designer and Builder



WILMSEN & ENDICOTT, Architects

DESIGNED FOR COMPELLING SALES

A typical example of functional construction is the A. B. Scarlett Building above. Wilmsen says, "Wood was used for economy, and to create an attractive building which would be eye-catching for sales appeal. The setting and the existing trees required an expressive material which had texture and warmth."

REMODELING WITH WOOD IS EASIER

Whether your business dictates a future building expansion program or a remodeling of existing structures you will find wood the ideal building material. Simonson says, "We remodeled this building with wood because it is a fine economical material to use and because it lends itself to a better natural texture which was desired in this shop."



ALFRED F. SIMONSON, Architect

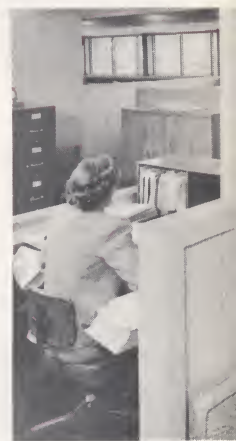


Horizontal lines of Sitka spruce paneling create a restful feeling in this executive office.

Wood interiors are practical as well as beautiful

Warm and friendly wood interiors, whether of spruce, hemlock, cedar or fir, put people at ease by dispelling the feeling of "commercialism" found in so many places of business. Office interiors of wood produce an atmosphere which is conducive to greater employee satisfaction, with resultant efficiency. Retail stores and other service businesses profit from customers who feel at home with wood interiors—and keep coming back.

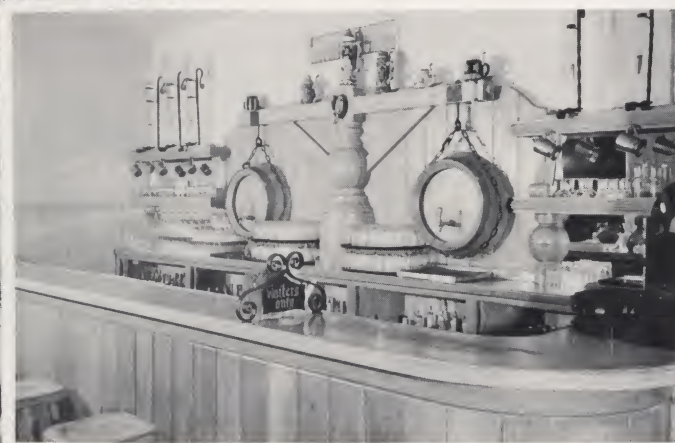
The living tones of West Coast lumber make it ideal for business interiors by providing a harmonious background for any type of fixtures or furnishings. The West Coast species are particularly versatile with respect to the decorative effects which can be achieved by utilizing various natural grain patterns and finishes. With wood there is no redecorating or replacement problem to be faced in a few years. There is no wear-out to paneling, nor do wood's colors and patterns ever become dated or out of style. A minimum of effort is required to keep wood surfaces beautiful and fresh forever. These distinct advantages, together with natural insulating and sound absorbing qualities, make wood first choice for today's interiors.



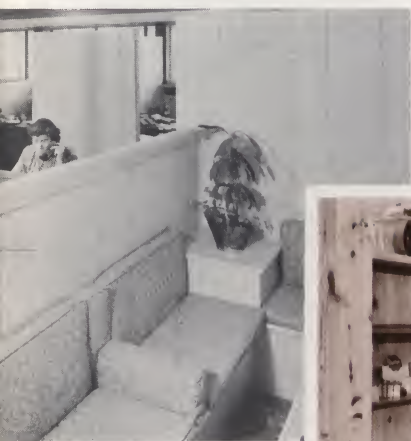


Vaulted cedar ceilings and exposed fir beams add spaciousness to this gift shop.

Sandblasted fir paneling helps give an old world touch to the Tyrolean style Ram Room at Sun Valley.



West Coast hemlock, Sitka spruce and Douglas fir were combined for pleasing contrast in this airport ticket office.



A home-like atmosphere is achieved in this modern office through use of Western red cedar paneling.



The pleasant informality of the golf course is reflected in this caddy shop paneled with cedar.



Wood continues to be America's leading building material. Wood's strength, beauty and long life have made it the choice of home builders for generations. These same outstanding qualities make wood readily adaptable to the modern functional design and planning of today's commercial buildings. For your next commercial building job specify West Coast lumber—Douglas Fir, West Coast Hemlock, Western Red Cedar and Sitka Spruce.

Additional copies of this booklet may be obtained without charge by writing

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